

**EEO PUBLIC  
FILE  
REPORT FOR  
WBHM (FM)**

This EEO Public File Report  
Covers the Period Ending  
November 20, 2018

FCC On-Line Public File  
<https://publicfiles.fcc.gov/fm-profile/wbhm>

**Equal Employment Opportunity Public File Report  
WBHM (FM)**

*Recruitment Activity Summary  
November 30, 2017 to  
November 20, 2018*

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period from November 30, 2017–November 20, 2018, there were 5 full time job vacancies.

2. Total Interviewees for Full-Time Vacancies

482 Applied interviewed

3. Recruitment Sources

The following are the recruitment sources collected for use in the event of a recruitment opportunity for all positions. We will revise and add to the list as appropriate.

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Human Resources (via <a href="http://www.wbhm.org">www.wbhm.org</a> and <a href="http://www.uab.edu">www.uab.edu</a> )	83
WBHM 90.3 FM On-Air Broadcasts	0
FaceBook WBHM Page	2
Employee Referral	28
ALL OTHER NON-UAB/WBHM	99
Corporation for Public Broadcasting (CPB) Jobline <a href="http://www.cpb.org/jobline">www.cpb.org/jobline</a>	2
Assoc of Health Care Journalists	0
<a href="http://www.linkedin.com">www.linkedin.com</a>	22
AL Assoc of Nonprofits	1
Assoc of Health Care Journalists	0
Publicmediajobs.org (Paid)	2
Journalismnext.com (Paid)	0

Twitter/Reddit/other	4
Current Magazine (trade publication) <a href="http://www.current.org">www.current.org</a> (Paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a> (Unpaid- scraped from UAB Jobline)	114
Poynter (Paid)	1
National Association of Black Journalists (Paid)	0
Journalism Jobs.com (Paid)	1
Asian American Journalist Association (Paid)	0
Public Radio News Directors Incorporated (PRNDI)	0
Natl Assoc of Science Writers (Paid)	0
Greater Public (Paid)	0
Other Newspaper/ Other E newsletters	61
Other Individuals who referred	63

4. Supplemental Information

**Exhibit A** contains the following information for each full-time vacancy:

- \* The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- \* The recruitment source that referred the hiree for each full-time vacancy;
- \* The total number of persons interviewed for each full-time vacancy; and,
- \* The total number of interviewees referred by each recruitment source used in connection with each vacancy.

**Exhibit B** contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO 47CFR 73.2080 2 during the time period covered by this report.

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If you have questions concerning this Report, contact: Chuck Holmes, General Manager WBHM Radio, 650 11<sup>th</sup> Street South, Birmingham, Alabama 35294, 205-934- 2606.

## EXHIBIT A

### FULL-TIME VACANCY EEO INFORMATION

**Job Title of Vacancy: ATC Host/ ANNOUNCER PRODUCER II**

**Recruitment Source that Referred the Hiree: Employee Referral**

**Date Vacancy Opened: 1/19/2018**

**Total Number of Persons Interviewed for the Vacancy: 7**

**Date Vacancy Filled: 6/18/18**

#### Recruitment Sources Used to Fill the Vacancy

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
Asian AM Journalists Assn PAID		N
Current		N
JournalismJobs.com PAID		N
Journalismnext.com PAID		N
NABJ Center PAID		N
National Assoc of Hispanic Journalists PAID		N
National Assoc of Black Journalist PAID	1	N
Poynter Jobline PAID	1	N
UAB Job Site(s)	19	N
Other WEB and Publications	60	N
Employee Referral	12	N
CPB	2	N

**FULL-TIME VACANCY EEO  
INFORMATION**

**Job Title of Vacancy: ASSISTANT DIRECTOR - WBHM**  
**Recruitment Source that Referred the Hiree: Internal Move**  
**Date Vacancy Opened: 6/29/2018**  
**Total Number of Persons Interviewed for the Vacancy: 1**  
**Date Vacancy Filled: 7/16/18**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
UAB HR/Filled internally	1	N

**FULL-TIME VACANCY EEO  
INFORMATION**

**Job Title of Vacancy: Health & Science Reporter**  
**Recruitment Source that Referred the Hiree: Employee Referral**  
**Date Vacancy Opened: 5/16/18**  
**Total Number of Persons Interviewed for the Vacancy: 6**  
**Date Vacancy Filled: 9/10/18**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
Asian AM Journalists Assn PAID		N
Assoc of Health Care Journalists PAID		N
Current PAID		N
JournalismJobs.com PAID	1	N
Journalismnext.com PAID		N
NABJ Center PAID		N
National Assn of Hispanic Journalists PAID		N
National Assoc of Black Journalist PAID		N
Natl Assoc of Science Writers PAID		N
Employee Referral	7	N
UAB Job Site	17	N
Indeed	18	N
Other Web-FB, Monster, "Online Careers" etc...	43	N

**FULL-TIME VACANCY EEO****INFORMATION**

**Job Title of Vacancy: Membership Manager**  
**Recruitment Source that Referred the Hiree: WBHM FB Page**  
**Date Vacancy Opened: 07/11/18**  
**Total Number of Persons Interviewed for the Vacancy: 6**  
**Date Vacancy Filled: 10/28/18**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
AL Assoc of Nonprofits		N
CPB Jobline		N
Current		N
UAB Job Site	33	N
Other WEB	3	N
Publicmediajobs.org		N
Indeed	40	N
Employee Referral	5	N

**FULL-TIME VACANCY EEO  
INFORMATION**

**Job Title of Vacancy: MARKETING ASSISTANT**  
**Recruitment Source that Referred the Hiree: Referral-Internal Transfer**  
**Date Vacancy Opened: 4/20/2018**  
**Total Number of Persons Interviewed for the Vacancy: 4**  
**Date Vacancy Filled: 5/18/2018**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
AL Assoc of Nonprofits		N
CPB Jobline		N
Current		N
UAB Job Site	33	N
Other WEB	3	N
Employee Referrals	5	N
Indeed	40	N

**FULL-TIME VACANCY EEO  
INFORMATION**

**Job Title of Vacancy: DEVELOPMENT ASSOCIATE -WBHM**

**Recruitment Source that referred the potential hiree: Employee Referral**

**Date Vacancy Opened: 08/08/18**

**Total Number of Persons Interviewed for the Vacancy: 6**

**Date Vacancy Filled: 11/27/18**

**Recruitment Sources Used to Fill the Vacancy**

<b>Recruitment Source (Name, Address, Contact Person, Telephone Number)</b>	<b>Total Number of Interviewees Referred by the Source for the Vacancy</b>	<b>Did The Source Request Notification?</b>
AL Assoc of Nonprofits	1	N
CPB Jobline		N
Current Paid		N
UAB Job Site	23	N
Other WEB	38	N
Indeed	32	N
Employee Referral	4	N
WBHM Web Site	2	N
AWARE DMP	1	N
AAN Social	1	N



## EXHIBIT B

### MENU OPTION ACTIVITIES

Station WBHM has engaged in the following Training, Education and Outreach activities during the period covered by this Report covering 47CFR 73.2080.

Activity Classification	Type of Activity	Brief Description
EEO / Training	Staff Training	<b>Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham.</b> These workshops include HR training and Performance Appraisal methods and application. Workshops include online elements and classroom training. Classes attended by: Chuck Holmes, Michael Krall, Audrey Atkins, Will Dahlberg, and Darrell McCalla
EEO / Training	Staff Training	<b>CPB is requiring annual harassment prevention training for all officers, employees and interns of each station as a condition of the grantee's eligibility for a radio or television Community Service Grant (CSG).</b> Completed by ALL WBHM Employees by 10/01/2018 deadline. WBHM used the CPB Provided Navex Global Training service.
EEO / Training	Staff Training	<b>UAB implemented an online harassment-prevention education program that will establish a common definition of inappropriate behavior.</b> All UAB Exempt and Non-Exempt faculty and staff will be asked to complete the interactive course within 60 days. WBHM Staff completed the training via the UAB E-Learning system in the month of November.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>(PRNDI Conference) Public Radio News Directors Inc.</b> 6/ 21-24/18, Various seminars and meetings concerning journalism, ethics and editing. Attended by Gigi Douban WBHM News Director.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>PRCC</b> in Austin, TX. Aug 20-23, 2018 Annual conference with colleagues, program providers, and speakers, discussing future and current programming trends, engagement, creating a culture of journalism, best practices, digital metrics, etc... Attended by WBHM Program Director Michael Krall
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>PDMC</b> July 10-13, 2018 Chicago IL Audrey Aktins and Yin Ingram attended to expand their knowledge and practice of public media development and marketing.

EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>WBHM news staff Training</b> 7/11-12/18, WBHM Studios. Trainer Cindy Carpien held all-day workshops to train the news staff on news writing, interviewing, and audio production. Attended by Gigi Douban, Michael Krall, Andrew Yeager, Sherrel Stewart, Janae Pierre.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>(NAB) National Association for Broadcasting Annual Meeting, Las Vegas, NV and (PREC)Public Radio Engineering Conference, Nautel User Group, SBE Ennis Foundation Seminars</b> in conjunction with NAB April 1-11, 2018, Attended by WBHM's Darrell McCalla, WBHM Chief Operator/Sys Admin.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>ABA Conference---</b> 9/10-11/18 Alabama Broadcasters Association Annual Meeting, Birmingham, AL Attended by WBHM's Chuck Holmes- GM, Will Dahlberg-Deputy Director and Darrell McCalla-Chief Operator
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>Scarborough/Nielsen training</b> 7/25/18, WBHM Offices. Training to utilize the Scarborough/Nielsen data for sales and marketing. Attended by Audrey Atkins, Yin Ingram, Steven Sanders, Matt Lett, Caroline Spears.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>Social Media Summit</b> 8/31/18, BHM AL. Training for social media marketing and messaging. Attended by Matt Lett.
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>Leadership Birmingham</b> Jan-June 2018, Civic education and professional networking program meeting twice a month. 50 community and business leaders in program, various lectures by community and business leaders. Attended by Chuck Holmes, WBHM GM
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>NPR Audience Insights</b> webinar - changes to Facebook's algorithm 1/30/18, An update to local stations on changes to Facebook's algorithm and using Lightbox for fundraising presented by NPR's Steve Mulder, Senior Director of Audience Insights, and Sara Goo, Managing Editor of Digital News. Attended by WBHM's Audrey Atkins, Matt Lett, Chuck Holmes, Jared Chesnut, Gigi Douban
EEO / Training	Staff Training and PROFESSIONAL DEVELOPMENT	<b>Super-Regional Conference of the Public Radio Regional Organizations in Atlanta</b> 10/24-26/18, The Super-Regional Meeting is the pre-eminent national gathering of public media CEOs, thought leaders and top executives. Complete with relevant and provocative sessions, this conference focuses on the vital, pressing and complex issues facing public media. Attended by Chuck Holmes, GM and Will Dahlberg, Deputy Director

EEO/Outreach	Outreach and Recruitment	<p><b>Public Relations Society of Alabama PRSA</b>, Birmingham Chapter 1/9,2/13,4/10,5/8,9/11, Networking with PR professionals who are business and community leaders. Attended by Audrey Atkins.</p> <p><b>Miles College Leadership Lecture Series</b> 1/30/18, A lecture and q-and-a with student at this HBCU on leadership and career development, including an overview of job possibilities in public media and journalism in general, interviewing techniques, resume tips, etc. attended by Chuck Holmes, WBHM General Manager, college students, administrators, faculty</p> <p><b>Career Day</b> 2/15/18, Arrington Middle School More than 20 professionals from a variety of occupations. Sherrel Wheeler Stewart organized the presentation on broadcast news and was joined by colleagues from the Birmingham Association of Black Journalists – Steve Crocker of FOX 6, Guy Rawlings of WVTM Channel 13, Art Franklin of WIAT Channel 42 and Bakari Savage of FOX 6. About 100 students in small groups. They were in 6th, 7th and 8th grade.</p>
EEO/Outreach	Outreach and Recruitment	<p><b>A.G. Gaston Conference</b> 2/20-21/18, BJCC BHM AL. A two-day conference for black business leaders and entrepreneurs. We presented an hour-long listening session on the first day featuring three stories related to the black business community, which we played and followed with a group discussion. We also had an information table there for both days where we met business leaders/entrepreneurs as well as students from Miles College and Lawson State who were also present at the conference. Attended by Audrey Atkins, Gigi Douban, Sherrel Wheeler Stewart, and Chuck Holmes.</p> <p><b>Miles College Career Fair</b> 4/19/18, Job Fair HBCU students particularly those with an interest in broadcast journalism, marketing, and communications attended by Audrey Atkins and Gigi Douban</p> <p><b>Career Development Conference</b> w/ Birmingham Education Foundation 5/31/18, Harbert Center BHM AL. Teachers and students were trained to write commentaries for broadcast on WBHM. Commentaries were evaluated and feedback was offered on an ongoing basis. Students who excelled were considered to voice and present their commentaries online and on-air. Michael Krall-PD, Gigi Douban-ND, Esther Ciammachilli-Host/Reporter.</p>

EEO/Outreach	Outreach and Recruitment	<p><b>Interview Training</b> 4/3/18, PARCA - Samford University campus. Gigi Douban trained Non-journalists seeking training on interview techniques ahead of PARCA's May 16 gubernatorial event. Attended by Gigi Douban, WBHM News Director.</p> <p><b>Gubernatorial Forum</b> 4/12/18, Harbert Center BHM AL. A forum for candidates in the 2018 governor's race. Gigi Douban moderated, along with Ty West of the Birmingham Business Journal and Jonathan Hardison of WBRC Fox6. Attended by WBHM Staff Gigi Douban, Michael Krall, Audrey Atkins, Darrell McCalla, Theo Metz</p> <p><b>Rotary Club of Birmingham</b> 5/13/18, Harbert Center BHM AL. Address to the Rotary Club about WBHM's mission, importance of local journalism and service to the community. Presented by Chuck Holmes, WBHM GM.</p> <p><b>UAB Employee Resource Fair</b> 5/18/18 UAB Medical Towers Building. A fair to exhibit to UAB employees the many resources that are available to them as employees of UAB. Attended by Audrey Atkins and Michael Krall.</p> <p><b>Pepper Place Farmers Market</b> 6/16/18, BHM AL. Booth at the local farmers market to meet and greet listeners and members and tell WBHM's story. Attended by all WBHM Staff.</p> <p><b>Kiwanis Club</b> of Birmingham 6/26/18, Harbert Center BHM AL. Address to the Kiwanis Club about WBHM's mission, importance of local journalism and service to the community. Presented by Chuck Holmes, WBHM GM.</p> <p><b>Tiny Desk Revue</b> 7/06/18, Saturn BHM AL. Public event showcasing local entrants to NPRs Tiny Desk contest. Attended by all WBHM Staff.</p> <p><b>NPR Code Switch live show</b> 8/14/18, UAB Alys Stephens Center BHM AL. Live performance and interviews by NPR and WBHM journalists to explore race and culture in Birmingham. Taping of podcast. Opportunity for community engagement and diversity outreach. WBHM Staff, NPR Code Switch Staff and several hundred public attendees.</p> <p><b>Community Foundation of Greater Birmingham in Montgomery</b> 9/27/18, Civil rights and justice discussion. Attended by Chuck Holmes, WBHM GM.</p>
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EEO/Outreach	Outreach and Recruitment	<p><b>The Alabama Colloquium honoring community and cultural contributions statewide, sponsored by the Alabama Humanities Foundation.</b> 9/30-10/1/18, National Public Radio's Michel Martin will moderate the second Alabama Humanities Foundation Colloquium, set for Oct. 1 at the Birmingham Museum of Art, with an expanded format that features nine Fellows in two lively conversational sessions. MC was Chuck Holmes, WBHM GM.</p> <p><b>The Women's Network</b> 1/25,2/8,2/22,3/8,4/26,5/10,6/14,9/13,10/25,11/8/18. Harbert Center BHM AL. Networking with professionals who are business and community leaders. Attended by each time WBHM Marketing Director Audrey Atkins.</p> <p><b>Alabama Humanities Foundation Colloquium</b> 10/01/18, Birmingham Museum of Art. Moderated panel of AHF honorees in the arts, civil rights, education and business. Moderated by Chuck Holmes WBHM GM.</p> <p><b>South Highlands Presbyterian Church</b> 10/19/18, Address to the church's Wednesday night dinner about WBHM's mission, importance of local journalism and service to the community. Presented by Chuck Holmes WBHM GM.</p> <p><b>Station tour and meeting with students from Samford University's Oral History Program</b> 10/24/18, WBHM Studios. Comprehensive tour of all aspects of the station. Conversation included interview techniques, gathering quality sound, and learning what makes a good story. Presented by Michael Krall, Gigi Douban, Chuck Holmes.</p> <p><b>WBHM's Member Party at Rail Road Park</b> 10/26/18, Appreciation Party with Entertainment and Food for WBHM Members. Attended by all WBHM Staff.</p> <p><b>Station tour with UAB Communications Class students</b> 10/27/18, Comprehensive tour of all aspects of the station. Presented by Darrell McCalla, Gigi Douban and Michael Krall.</p> <p><b>Moss Rock Festival</b> 11/3-4/18, Booth at the festival to meet and greet listeners and members and tell WBHM's story. Attended by all WBHM Staff. Attended by all WBHM Staff.</p> <p><b>National Philanthropy Day luncheon</b> 11/15/18, BHM AL. WBHM's Jr. Board president was recognized. Attended by Chuck Holmes, Michael Krall, Gigi Douban, Sabrina Balch, Yin Ingram, Audrey Atkins, Jr Board Members Dan Roberts and Angela Szarins</p>
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EEO/Outreach	Recruitment, Training and Internship Program	<b>WBHM Internship and Student Employment</b> (Various times throughout the year) WBHM actively recruits area high school and college students for positions in business affairs, journalism, marketing, and development. During this period, 4 people participated in regular station activities which have led to valuable media experience and, in some cases, paid positions.
EEO/Outreach	Mentoring	<ul style="list-style-type: none"> <li>• <b>Trained and mentored news interns</b> in news reporting and production.</li> <li>• <b>Production internships</b> that included Audio production including digital editing, mixing, writing, and ear training. Supervised by Gigi Douban-News Director and Michael Krall-Program Director.</li> </ul>